



## Badgers Fans Beware When Booking Rose Bowl Packages

**Release Date:** December 5, 2011

**Contact:** Ashley Huibregtse, 608-224-5002

**Jim Dick, Communications Director, 608-224-5020**

MADISON – The Wisconsin Badgers football team is heading to the Rose Bowl for the second straight year, meaning many Badgers fans will be making travel plans to Pasadena. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) urges consumers to use caution when buying travel packages to guarantee they have a seat at the big game.

“A cheap deal that sounds too good to be true is probably more thorns than roses,” said Sandy Chalmers, Division Administrator of Trade and Consumer Protection. “For instance, not all travel packages include tickets, so don’t assume anything.”

DATCP offers these consumer tips when planning your Rose Bowl trip:

- Buy tickets from established and legitimate people and businesses that you can trust. Buying tickets from classified ads or online sites increase the chances of the ticket being fake.
- Buy tickets from sources endorsed by the team or members of the National Association of Ticket Brokers. Verify your travel agent is a member of the American Society of Travel Agents or another recognized trade organization.
- Before sending money for a ticket, ask the seller to email or fax a copy of the actual tickets. Confirm the date, time, location, and seat location is as promised.
- When making payment, use a credit card instead of cash, check, debit card, or wiring money. Credit cards offer some protection if you do not receive the tickets.
- Do not give your credit card number over the phone unless you have initiated contact, and you know who you are talking to. Do not email your credit card number as it is not completely secure.

“Never step on the plane without having your official game tickets in hand,” reminds Chalmers. “Keep a paper trail of your trip details, including flights and hotels. We want your game day experience to be a win for you, and a win for our Badgers.”

For more information or to file a consumer complaint, visit the Bureau of Consumer Protection’s website at [datcp.wisconsin.gov](http://datcp.wisconsin.gov); via e-mail at [datcp hotline@wisconsin.gov](mailto:datcp hotline@wisconsin.gov) or call toll-free at 1-800-422-7128.

###